



Legislation Details (With Text)

**File #:** 31708      **Version:** 1      **Name:** Adopting the City Engineering logo as the official City of Madison logo.

**Type:** Resolution      **Status:** Passed

**File created:** 9/24/2013      **In control:** BOARD OF ESTIMATES (ended 4/2017)

**On agenda:** 11/19/2013      **Final action:** 11/19/2013

**Enactment date:** 11/20/2013      **Enactment #:** RES-13-00843

**Title:** Adopting the City Engineering logo as the official City of Madison logo.

**Sponsors:** Maurice S. Cheeks, Scott J. Resnick, Chris Schmidt, Mark Clear

**Indexes:**

**Code sections:**

**Attachments:** 1. CityLogoProposed.pdf

Date	Ver.	Action By	Action	Result
11/19/2013	1	COMMON COUNCIL	Adopt	Pass
11/11/2013	1	BOARD OF ESTIMATES (ended 4/2017)	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
10/29/2013	1	COMMON COUNCIL ORGANIZATIONAL COMMITTEE (ended 4/2017)	Return to Lead with the Recommendation for Approval	Pass
10/1/2013	1	BOARD OF ESTIMATES (ended 4/2017)	Refer	
10/1/2013	1	COMMON COUNCIL	Referred	
9/24/2013	1	Council Office	Referred for Introduction	

**Fiscal Note**

This logo would replace the current City logo on all stationery, business cards, forms, printed memoranda sheets, and official paper and digital communications, and vehicles. Implementation would happen over time as supplies are replenished and would result in no additional costs.

**Title**

Adopting the City Engineering logo as the official City of Madison logo.

**Body**

WHEREAS, the City of Madison’s official logo is a symbol of jurisdiction of the City which makes it a valuable asset of the City and its citizens; and

WHEREAS, the current City logo uses graphical styles and cursive font from a branding style that is nearly 20 years old; and

WHEREAS, the buildings on the left hand side of the logo are not accurate to the current City skyline thereby dating the logo in terms of area construction; and

WHEREAS, City Engineering has used a logo which is classic, iconic and familiar to the public as seen on City bridges, utility covers and other facilities which also gives it an enduring quality;

NOW, THEREFORE, BE IT RESOLVED that the Common Council hereby approves of formally adopting the logo used by the Engineering Department as the official City of Madison logo which would replace the current

City logo on all stationery, business cards, forms, printed memoranda sheets, and official paper and digital communications; and

BE IT FURTHER RESOLVED that adoption would happen over time as supplies are replenished to result in no additional costs.